Outcome Logic Model: Sheep – Horizon Three

PGP Programme 2016 - 2022

Long Term Outcomes 2030 onwards

A market driven end-to-end value chain for sheep milk worth \$200m - \$700m that is environmentally, economically & socially sustainable for New Zealand



And New Zealand will benefit through

The sheep dairy industry will benefit through ...

With success there will be ...



Medium Term Outcomes 2022-2030 NZ sheep dairy becomes a major player in the alternative dairy category Higher demand leading to larger numbers of sheep dairy farms

Industry expertise developed through collaboration, research, training and educational resources Establishment of a long-term genetic development programme and index

NZ recognised globally as a quality source of high value sheep milk retail products

Increased value added processing opportunities throughout the value chain in NZ

An alternative land use creating sustainable returns for industry participants

Globally competitive milk yields from the NZ dairy sheep flock



Short Term Outcomes 2016 - 2022 An established profitable and sustainable route-tomarket for NZ sheep milk products

A highly compelling model and category of high-value, differentiated, NZ sheep milk products

Supplier farmer uptake of a proven, repeatable, NZ farming system capable of economically viable milk volumes, high animal welfare, positive regional social impact and low environmental impact

A NZ dairy sheep capable of providing economically viable volumes and suited to the farming system developed for NZ

Activities &

Outputs 2016 - 2022

Market Insights

Needs of target consumers researched and translated into market development & NPD opportunities

High Value New Product Development (NPD)

Multi-phased insightdriven NPD, culminating in a high value NZ sheep milk product portfolio

Transformative Farming System

- Developed to suit new genetics and maximize NZ advantages
- Environmentally, socially and economically viable to expand
- Structure, education and proven systems to enable supplier farmers

Genetics

- Importation to support development of a high performance NZ adapted dairy sheep
- Establishment of a self sustaining genetic improvement programme

Genetic Importation enabled Mid-2016 and expertise to adapt dairy sheep to NZ

Additional **Benefits**

For the Sheep Milk sector and New Zealand

> Improved NZ economic performance through sheep

A reduction in environmental impact through land use change

Flow on benefits to meat and wool processors through increased sheep numbers

Reduced farm gate volatility for farmers and the NZ economy through valueadd products

Regional economic development and diversity through a new agricultural industry

Enablers & Inputs

Market-led team with expertise from consumer insights to genetics enabling an end-to-end approach

Digestibility advantages, superior nutritional profile and taste of sheep milk

World class sheep dairying knowhow, farm management expertise and MBIE research

Problems & Opportunities Significant market potential for high quality alternative dairy products; sheep milk relatively underdeveloped

Growing consumer demand fueled by bovine dairy intolerance issues and health food movement

Opportunity to create a NZ industry that is environmentally, socially and economically sustainable

Farm systems not suited to high performance dairy sheep and limited ability to expand supply under current model

Limited quality and diversity of dairy sheep genetics in NZ impacting commercial viability of farming systems